

Fifty-eighth Annual
**MIDSUMMER
FOLK FESTIVAL
AND BALL**

GIVEN UNDER AUSPICES OF

**Swedish American
Patriotic League**

SATURDAY, JUNE 21, 1952
SCOTTISH RITE AUDITORIUM
SAN FRANCISCO



ELABORATE PROGRAM
6:30 P. M.

A WORD OF THANKS!

We take this opportunity of voicing our sincere appreciation to the many committees and friends who have responded to the numerous activities of the Swedish-American Patriotic League this evening and during the past year, making each event a distinct success and thus supporting at the same time our Relief Societies, The Swedish American Tubercular Fund and the improvement of our Recreation Home "Sveadal."

Best Wishes to one and all for a gay and happy Midsummer!

THE COMMITTEE

*Read "VESTKUSTEN" for Radio Reports
from Sweden and for important American News*

ONLY \$4.00 PER YEAR. SUBSCRIBE NOW!

Alex. Olsson, Editor and Publisher, 253 Church Street, San Francisco

Compliments of

Sven H. Svenson

Compliments of

O. MONSON

GUSTAV R. ANDREE

Manufacturer of
FURNITURE

— of —

THE BETTER KIND

647 Monterey Blvd.

Phone: DEL. 3 - 7696

Mr. and Mrs. Reno F. Anderson

Extend

Midsummer Greetings



JEAN ANN PETERSON
Midsummer Queen

MIDSUMMER 1952



KARIN JOHNSSON
"Columbia"



MYRA LORRAINE TANNLUND
"Svea"

Compliments of

FYLGIA LODGE No. 119

Vasa Order of America



For protection in sickness or distress, for sociability and companionship join the FYLGIA LODGE.

Meetings 2nd and 4th Tuesday at Swedish American Hall, 2174 Market St.

The Flagbearers here this evening are members of Fylgia Lodge 22 man Drill Team.



Agnes A. Bawden
President

John O. Peterson
Secretary

The Golden Gate District Lodges,

through the medium of this program book, wish to extend their best wishes to the Swedish-American Patriotic League, on this Midsummer Day Celebration.

The Golden Gate District Lodge, consisting of the sixteen Local Lodges in San Francisco, Oakland, Berkeley, Richmond, Petaluma, Eureka, San Jose, San Mateo, Palo Alto, Concord, Stockton, Modesto, Kingsburg, Sacramento, and Turlock, extends to you a cordial invitation to become a member of the Vasa Order of America.

Contact any member of these Lodges and they will gladly furnish you information of the benefits you may derive from this membership.

ARTHUR L. OLSSON
District Master

LEONARD PETERSON
District Secretary

Midsummer Greetings
from
Utile Dulci Club

SWEDISH LADIES SOCIETY OF OAKLAND

A Social and Sick Benefit Organization
Meetings first Tuesday every month at
Jenny Lind Hall

Pres. Bertha Bechtle LAkehurst 2-3146
Sec'y Ruby Nichelini, OLympic 3-3063

SWEDISH LADIES SOCIETY OF SAN FRANCISCO 2174 Market St.

Invites Women of Swedish Birth
or Extraction into Membership.
Meetings every 2nd and 4th Thursday.

LIBERAL SICK BENEFIT
Elsie Winquist, President

SWEDISH RELIEF SOCIETY

meets the first Monday of each month
at Swedish American Hall, 1:00 p.m.
2174 Market Street, San Francisco.
Refreshments and Cards after every
meeting. **Dues \$3.00 per year.**

Mrs. Fred Johnson, President

NILS E. JOHNSSON

REAL ESTATE AND INSURANCE
New Homes and Acreages
RANCHO CANADA, WOODSIDE
421 Raymundo Drive
Phone: Ulmar 1-7955, Redwood City

THE SWEDISH SOCIETY OF SAN FRANCISCO

Meets in its own Hall Building
2174 MARKET STREET
every 2nd and 4th Thursday

The Oldest Swedish Sick Benefit
Society on the Coast **Founded in 1875**

Free Club Room and Library
Initiation Fee \$5.00
Social Membership now available
Halls and Banquet Rooms to rent
See superintendent on premises
HEmlock 1-9210

“Your Credit is good if you are good”.

J. H. WILEY

The Furniture Man

2080-98 MARKET STREET
At 14th and Church Streets
Phone UNDERhill 1-5102

FRANK JOHNSON, Manager

Consult the Renstrom Organization regarding your Real Estate and Insurance problems. A trained staff to render you personal service.

Frank O.
RENSTROM
Insurance REAL ESTATE Loans
LICENCED BROKER
Notary Public
2182 Market Street HEmlock 1-0300



INGA LINDHOLM
wishes you a happy Midsummer
and bids you welcome to

LITTLE SWEDEN SWEDISH DINNERS AND SMÖRGÅSBORD

served daily from 4:30 to 10
Saturday and Sunday 2 to 11

572 O'FARRELL STREET
Telephone: GRaystone 4-9767

Located in HOTEL SWEDEN HOUSE

Program

Chairman of the Day
and Master of Ceremonies

Mr. Erland Sirén
President S.A.P.L., San Francisco

Vice Chairman of the Day
Edmund Oversen
President S.A.P.L., Oakland

Marshal of Parade
Alf Carstens
Vice President S.A.P.L., San Francisco

Heralds
from the WELDONIAN BAND

Piano Accompaniments
EVELYN RAMBERG OLSSON

PROLOGUE:

Vindmølledans
Fjällnäs Polska
Vasa Folk Dance Club
Dorothy Wiles, Director
Fiddlers: Erik Hedin & Ruth Grönlund
Accordion: Lawrence Bryggman

Rudy

Plankstrykare De Luxe

ESTABLISHED 1929

2268 - 15th STREET

Phone: MArket 1-5153

Residence: HEmlock 1-6174

Program

Welcome

Erland Sirén

PROCESSIONAL:

"Vi gå över daggstänkta berg, fal-le-ra"

Fiddlers, Accordion, Marshal, Officers, Fylgia Flag Bearers, Costume Group, Svea Glee Club, Swedish Singing Society, Maids of Honor, Columbia, Svea, Flower Girls, Crown Bearer and the Midsummer Queen.

Flag Salute to the Queen:

Fylgia Flag Bearers

Raising of Flag on Maypole

"Star Spangled Banner"

"Du gamla, du fria"

In Unison

Crowning of the Midsummer Queen
and presentation of the Queen's ring

Edmund Oversen

Sångarhyllning

Male Chorus

Presentation of Columbia

'Alf Carstens

Presentation of Svea

Elizabeth Nordgren

(Continued)

Wishing you a

Happy Midsummer

Stanley E. Gustavson

RUSS BUILDING

SAN FRANCISCO

LINDE'S MARKET



2200—15th Street, Hörnet av Noe St.

ENDA SVENSKA KÖTTAFFÄR
I SAN FRANCISCO

Importerade svenska Konserver på lager

UNderhill 1 - 5912



SERVETT-DOCKOR

- From Sweden come these colorful, popular Doll Napkin Holders, wooden figures holding 14 napkins. They are 10 inches high and painted with costumes representing Swedish provinces.
- Illustration shows doll with and without napkins.

Just \$2.00 Postpaid
including tax

Choice of Province will be filled
while supply lasts

Fausta's

471 Castro Street
SAN FRANCISCO 14 HEmlock 1-2007

Dr. John E. Paulson

PHYSICIAN and SURGEON

(Läkare för Svenska Damsällskapet,
Stjärnan av Finland, Runebergorden)

Timmer: 2—4 och 7—8. Söndagar enligt
överenskommelse

3402—26th Street, hörnet av Mission

Valencia 4-1235; Emergency West 1-1400
Residence Juniper 7-2828

Picetti Florists

2193 Market Street
at Fifteenth Street
San Francisco
Underhill 1-5584

FLOWERS FOR ALL OCCASIONS

MIDSUMMER GREETINGS

FROM

NOOMI HAGGE, M. D.

2000 VAN NESS AVENUE

SKANDINAVISKA DELIKATESSER
i Parti och Minut

SCANDIA COMMERCIAL CO.
27—29 Drumm St., San Francisco
Telephone EXbrook 2-7745

Vincent E. Johanson, M.D.

EYE, EAR, NOSE, THROAT

Suite 528 - 530 Medical Building
909 HYDE STREET
PROspect 5 - 0780

Hours by appointment

Program

“Hör oss Svea” Wennerberg
“Sverige” Stenhammar

Svea Glee Club and
Swedish Singing Society
Philip K. Hillström, Director

Greetings from Sweden

Baron Henrik Ramel
First Vice Consul of Sweden

“Intet är som väntans tider” W. Peterson-Berger
“Kiss in the Dark” Victor Herbert
Britta Ekwall, Mezzo Soprano

Introduction of Maids of Honor
William K. Norin

Nejlikan G. Olsson
Tambourin Chinois Kreisler
Elizabeth Englund, Violinist

Kung Heimer och Aslög (Ballad) Söderberg
Säg farväl, lilla fjäril, åt nöjen Mozart
(Aria ur Operan “Figaros bröllop”)
Sten Englund, Bassoon

Compliments of

Mr. and Mrs.
FRITZ E. SWANSON

REIDUNN and LEONARD
Your Hosts for Happy Days in

SVEADAL

the beautiful Swedish Recreation Home in
Úvas Canyon. You will be delighted to spend
your vacation or weekends here in beautiful
surroundings. Good food and clean rooms
and cabins at reasonable rates.

MR. & MRS. L. LINDER, Managers
Delicious SCANDINAVIAN COOKING
DANCING every Saturday Nite

Dancing

Popular and Scandinavian
Every Saturday Nite at friendly

Björnson Park

MUSIC by RAY LUNDGREN
and his MERRY MAKERS

9 to 1

1576 Crow Canyon Rd., Hayward
For information call LUCERN 1-8336



RANCHO SIERRA INN

3/4 Mile East of Emigrant Gap on Highway 40

Greyhound Bus Stops at the Door

Phone Emigrant Gap 2 or write to

Rancho Sierra Inn, Emigrant Gap, Calif.

RUTH AND CARL WIDING, MANAGING OWNERS

PAST PRESIDENTS OF S.A.P.L.

San Francisco: Emil Högberg, Daniel Molander, Alexander Olsson, Adrian Peterson, Bernhard Anderson, Sven H. Svenson, N. A. Hanson, Erik Strom, Karl Yngve, Axel V. Johnson, John M. Jacobson, Walter J. Matson, Nils Eric Johnsson, Arvid Söderman, Herman Ahlgren, Martin Nelson, Hugo T. A. Olsson, Dr. Carl E. Widing, Einar Johnson, John O. Peterson, Carl E. Strom, Fritz E. Swanson, Mrs. Arthur Winquist, Andrew O. Field, Arthur Winquist, Stanley Gustavson.

Oakland: A. W. Gustafson, E. C. Johnson, Leonard Peterson, A. B. Celander, Ed. Bergstrom, Carl O. Nordstrom, Emil Person, J. V. Arnell, W. Holm, P. T. Erickson, Chas. Staberg, Ivar Menton, Anders Kilstrom, H. C. Morten, Alder Sakrison, Matt Johnson, Mrs. Olga J. Jacobson, Otto Johnson, Carl W. Peterson, Otto Nordgren, Albert Carlson, Bert Erieson, John E. Peterson.

Signe Ohlfeldt and Britta Sanders

welcome you to . . .

SigBritt's Restaurant

245 CHURCH STREET, (near Market)

Phone UNDERHILL 3-3671

Open daily 6:45 a. m. to 8:30 p. m.

CLOSED SUNDAYS

Private room
for parties

"Eftermiddags-kaffe"
Breakfast, Lunch
Dinner, Snacks

WARDEN BROS.

GENERAL MILL WORK

Army and Kansas Streets

For The Benefit of YOU and YOURS!

You are invited to become a member of Tegnér Lodge No. 149, V.O.A. Sick benefits are in Class A, \$10.00 per week for monthly dues of \$1.00 and in Class B, \$5.00 per week for monthly dues of only 60 cents. \$150.00 Funeral Benefit.

Business meetings on the 1st and 3rd Wednesday of each month at 8:00 p.m.

JENNY LIND HALL
2267 Telegraph Ave., Oakland
CARL M. ENSTROM, President
N. T. WESTBERG, Secretary

DET *Svenska Bageriet*

är beläget i Svenska Koloniens centrum
2150 MARKET STREET

Alla slags bagerivaror i parti och minut.
Skandinaviska Delikatesser.

Öppet vardagar 8:30 f.m. — 7 e.m.
Lördagar till 6 e.m. — Stängt måndagar.

SWEDISH-AMERICAN BAKERY

GEORGE HOLMGREN, Ägare

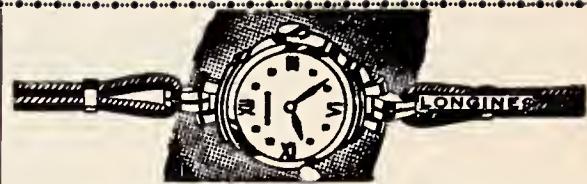
Telefon: HEmlock 1-8616

Anton Carlson & Son Painting and Decorating

3619 Twenty-fifth Street, San Francisco
Phone VAlcenia 4-8088

Castro Flower Shop

BLOMMOR TELEGRAFERAS
VART SOM HELST!
UNDerhill 1-7885
489 CASTRO ST., near 18th ST.



Arvid Soderman Gus Nelson
Watchmakers & Jewelers

DIAMONDS, WATCHES
JEWELRY and SILVERWARE
Makers of the Queen's and Officers' Jewels.

Room 700, 140 GEARY STREET
Phone EXbrook 2-7359

Dancing Every Saturday Nite . . .

SCANDINAVIAN AND MODERN DANCE MUSIC AT ITS BEST

DOVRE HALL

3543 - 18th Street, near Valencia

HAMBO CONTEST—June 28th

ARMIN and HIS ORCHESTRA

Don't Spoil Your Vacation!

F A R E N A (OATMEAL CREME)

Benefits the skin while it protects

AGAINST S U N B U R N

Large Economy Tube \$1.10
Made by the makers of the famous
MANIOL Hand Creme

In San Francisco:

I. MAGNIN & CO.
THE WHITE HOUSE
THE EMPORIUM
KECK'S PHARMACY

In Oakland: LINDBURG'S



AXEL V. JOHNSON

REAL ESTATE AND INSURANCE

Phone: FIreside 5-1628
25th Avenue and El Camino Real
San Mateo

Phone ORDway 3-3330

Thorsen Tool Company

Mechanics Hand Tools and Equipment

General offices: 1475 Bush St.

Till SVERIGE

via Panamakanalen och Antwerpen med

JOHNSON LINE



2 PINE STREET, SAN FRANCISCO 11

Telefon: SUtter 1-3800

Nya snabba passagerar-
och lastfartyg avgå från
San Francisco:

M/S SILVER GATE
M/S SEATTLE
M/S GOLDEN GATE
M/S LOS ANGELES
M/S LIONS GATE
M/S PARAGUAY
M/S GUAYANA

COMMITTEES



PROGRAM COMMITTEE

Erland Sirén	Rudolph Oslund
Chairman	Stanley Gustavson
Ed. Oversen	Betty Nordgren
Thelena Johnson	Daniel Birgers
Magnhild Kamp	Wm. Norin

RECEPTION COMMITTEE

Eric Strom	Peter Tengvall
Chairman	Sven H. Svenson
Emil Hogberg	Nils Eric Johnsson
Axel V. Johnson	A. B. Celander
Vincent Johanson	Ed. Bergstrom

TICKET COMMITTEE

Alf Carstens	Sigfried Peterson
Chairman	Bert Ericson
Betty Nordgren	Oscar E. Carlson
Gladys Acton	Harry Larson
Elin Jacobson	Gustave Andree
Joe Burlund	Gust. Carlson
Arthur Fritzell	Pauline Trautman

STAGE MANAGERS

Rudolph Oslund	Reuben Anderson
Carl Svenson	John E. Peterson

REFRESHMENT COMMITTEE

Alma Swanson	Herman Ahlgren
Chairlady	Chairman

FINANCE COMMITTEE

Magnhild Kamp	Martha Kuhnle
Chairlady	Agnes Bawden
Fred Nichelini	John O. Peterson
Ivan Sandstrom	

Anna Ritchey	Arvid Soderman
Vice chairlady	Vice Chairman

QUEEN & COURT COMMITTEE

Mrs. Fred Johnson	Honorary Chairlady
Sigrid Johnson	Gladys Peterson
Chairlady	Vice chairlady
Eunice Cain	Ingeborg von Husen

Alma Larson	Fritz E. Swanson
Ellen Fagerlind	Axel Isackson

Lisa Peterson	Arthur Winquist
Lillian Strom	Carl Strom
Olga Johnson	Einar Johnson
Ally Re	Oscar Carlson
Elin Anderson	Herbert Anderson
Esther Erfaldt	Conrad Johnson
Helen Carlson	Gus. Mortensen
Freda Svendsen	Fred Carlson
Selma Johnson	Wm. Sandahl
Anna Peterson	Clifford Walker
Ruby Hallquist	Henry Backman
Emily Olsson	Sigurd Seaholm
Helney Lindahl	Carl A. Hammar
Frida Swanson	Svante Risberg
Gertrude Soderlund	Ernest A. Erickson
Mrs. Carl Lundgren	Erik Erikson
Hilda Sundin	William Norin
Ida Lax	Albert Carlson
Mary Gorenson	John Mattson

DECORATION COMMITTEE

Alma Larson	A. O. Field
Chairlady	John O. Peterson
Emily Olsson	Karl Yngve
Anna Ritchey	Wm. Norin
Helney Lindahl	Alf Carstens
Gladys Peterson	Sigurd Mortenson
Mary Lindfors	A. B. Celander
Hilda Sundin	

Anna Peterson	Clifford Walker
Ruby Hallquist	Henry Backman
Emily Olsson	Sigurd Seaholm
Helney Lindahl	Carl A. Hammar
Frida Swanson	Svante Risberg
Gertrude Soderlund	Ernest A. Erickson
Mrs. Carl Lundgren	Erik Erikson
Hilda Sundin	William Norin
Ida Lax	Albert Carlson
Mary Gorenson	John Mattson
	Carl Westman
	Joe Anderson
	Oscar Bergdahl

USHERS COMMITTEE

Thelena Johnson	Ethel Bergdahl
Chairlady	Ethel Anderson
Thyra Lindberg	Mary Lindfors

PRINTING & PUBLICITY COMMITTEE

Alex. Olsson, Honorary Chairman

Hugo T. A. Olsson	John E. Peterson
Chairman	Gerda Risberg
	Daniel Birgers

FLOOR & CHECK ROOM COMMITTEE

Sigurd Mortenson	Ivar Menton
Chairman	Otto Nordgren
Stanley Gustavson	A. O. Field
John L. Olsson	G. I. Nelson
Arthur Pearson	

